

RJ Reynolds
Tobacco Company

Winston-Salem, NC 27102

51843 5649

*Can you afford to
pay \$50 for a carton of
cigarettes?*

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Winston-Salem, NC 27102

Mr. Michael McHugh
4 Clifford Dr
Park Ridge, NJ 07656-1440



Dear Supporter:

After months of negotiating with health advocates, attorneys general from 40 states, and other parties, R. J. Reynolds Tobacco Co. took an unprecedented step toward a proposed resolution that would have ended decades of conflict over the manufacturing and marketing of cigarettes.

While that proposed settlement included some provisions that were very difficult for us to accept, we voluntarily made some concessions in order to bring an end to the tobacco wars, bring greater predictability and stability to our business environment, and launch the most massive youth non-smoking programs ever contemplated.

Unfortunately, over the past year, Congress has moved no closer to seizing this historic opportunity and we have lost hope that Congress will adopt that agreement this year.

Even worse, Congress has introduced alternative tobacco legislation that will jeopardize the future of hundreds of thousands of tobacco manufacturers, retailers, wholesalers, growers, truckers and store clerks, in addition to threatening the economic viability of individual companies.

The proposed tobacco legislation impacts 47 million American adults who choose to smoke — the majority of whom are lower-to-middle-income people least able to pay such a huge tax. More than half the taxes will be paid by people making less than \$30,000 a year and *the average smoker will pay \$1,700 per year in cigarette taxes!*

We urge you to take a few moments right now to call, write, fax or e-mail the members of Congress YOU sent to Washington to represent YOUR interests. A cigarette tax increase may be voted on this month! Stress to them that the proposed congressional tobacco legislation would:

- impose HALF A TRILLION dollars in new taxes on those least able to afford them.
- create 17 new bureaucracies and give unelected officials the power to ban tobacco.
- create a huge contraband market for tobacco products.
- affect 2 million Americans jobs created directly or indirectly by the tobacco industry.
- finance tax cuts for wealthy Americans and pay for new federal spending programs.

"We work for smokers."

Your address
City, State ZIP
Date

Dear _____

I am deeply concerned about the effect any tax increase on cigarettes will have on our economy and on average American taxpayers. I can't afford another tax increase!

It is entirely unfair for Congress to single out one group like smokers to pay for national programs. I strongly urge you to reject this tax increase. Thank you for your support in the past. I would appreciate hearing from you about your stand on this issue.

Sincerely,

Name

51843 5650

We are still committed to the goal of reducing youth smoking in this country, but we will not, and cannot, accept any legislation that will threaten the economic viability of this company.

Please contact your representatives in Washington TODAY! Your vote sent them there, and your tax dollars are paying for them to be there. Tell your members of Congress that *any* increase in the cigarette tax is unfair and unnecessary. Smokers shouldn't be singled out to be taxed to the limit — especially not to pay for federal spending programs!

Sincerely,

R.J. Reynolds Tobacco Company

Your Senators:

Sen. Robert G. Torricelli
U.S. Senate
113 Dirksen Senate Office Bldg.
Washington, DC 20510-0001
(202) 224-3224
(202) 224-8567 (fax)
Email: senator@torricelli.senate.gov

Sen. Frank R. Lautenberg
U.S. Senate
506 Hart Senate Office Bldg.
Washington, DC 20510-0001
(202) 224-4744
(202) 224-9707 (fax)
Email: frank_lautenberg@lautenberg.senate.gov

Your Representative:

Rep. Marge S. Roukema
U.S. House of Representatives
2469 Rayburn House Office Bldg.
Washington, DC 20515-0001
(202) 225-4465
(202) 225-9048 (fax)
Internet Site: www.house.gov/roukema/

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